

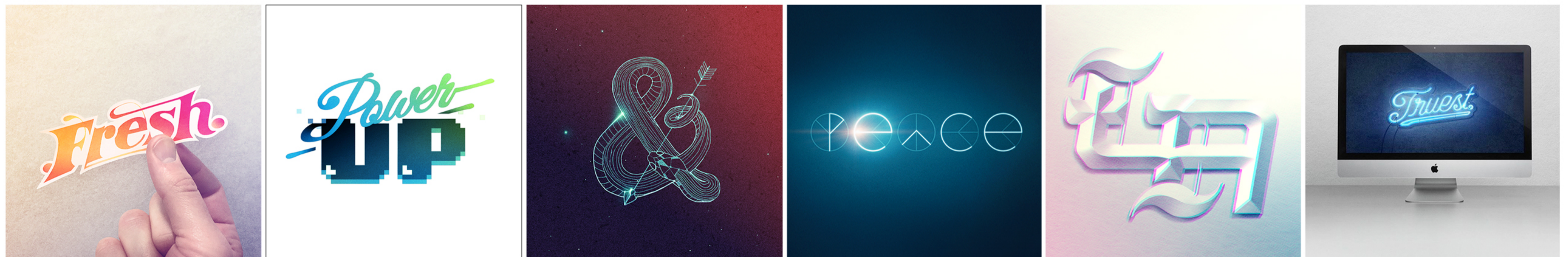
2022

Truest.

entertainment ad agency

capability deck

We are lovers of film, television, photography, design, illustration and typography.
We strive to make this love visible in all of our work.



capabilities:

we are an award winning ‘hybrid’ agency handling both design and retouching.

we can handle campaigns from sketch phase throughout comping, retouching and breakouts for both digital and print usage.

we currently work with many studios on film, television and streaming work.

we pride ourselves in setting the bar high for concepts and execution, along with offering excellent client service.

additional / all capabilities: focussed / top used skills in blue

creative

- key art
- concept development
- copy writing
- sketching
- comping / builds
- branding
- logos
- outdoor
- trade advertising
- upfronts

finishing

- high-end retouching / finishing
- publicity retouching
- batch retouching (stills)
- unit retouching
- BTS retouching
- animation retouching
- channel art
- extra bleed building
- illustration

production

- breakouts
- print / digital campaigns
- photoshoots
- photoshoot direction
- mechanicals

digital

- digital campaigns
- social media
- motion posters
- iTunes / digital breakouts / parallax
- after effects / motion
- banners

clients:



tv & streaming



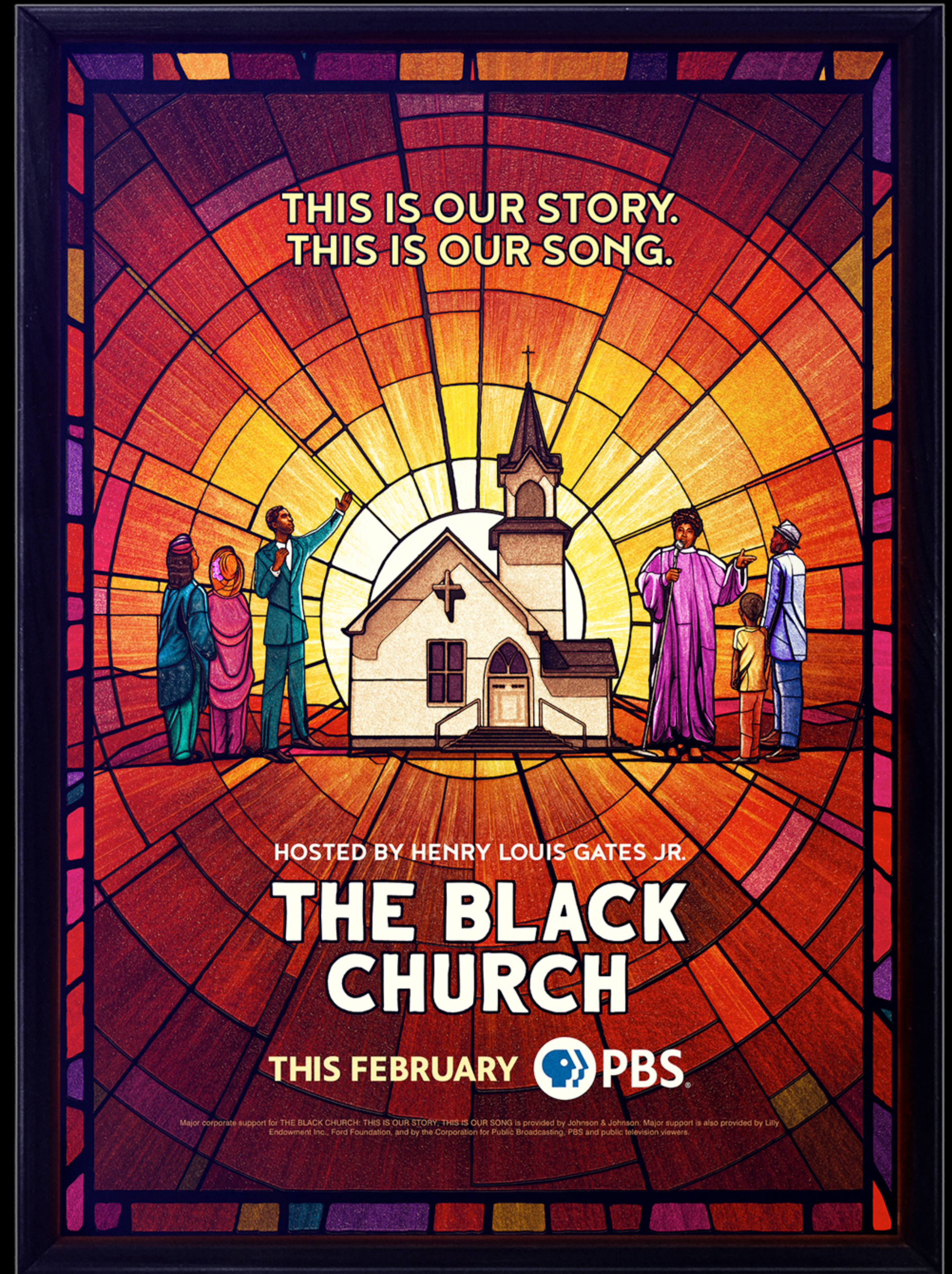
BRAND NEW CHERRY FLAVOR

finals: character art



2022 silver winner

final: outdoor print and digital campaign- design & retouching



2021
communicator awards
'award of excellence' win

final: print and digital campaign- design, illustration & retouching



Davey
AWARDS

SILVER AWARD:
KEY ART / POSTER

final: campaign- poster, outdoor print, channel art and publicity shots

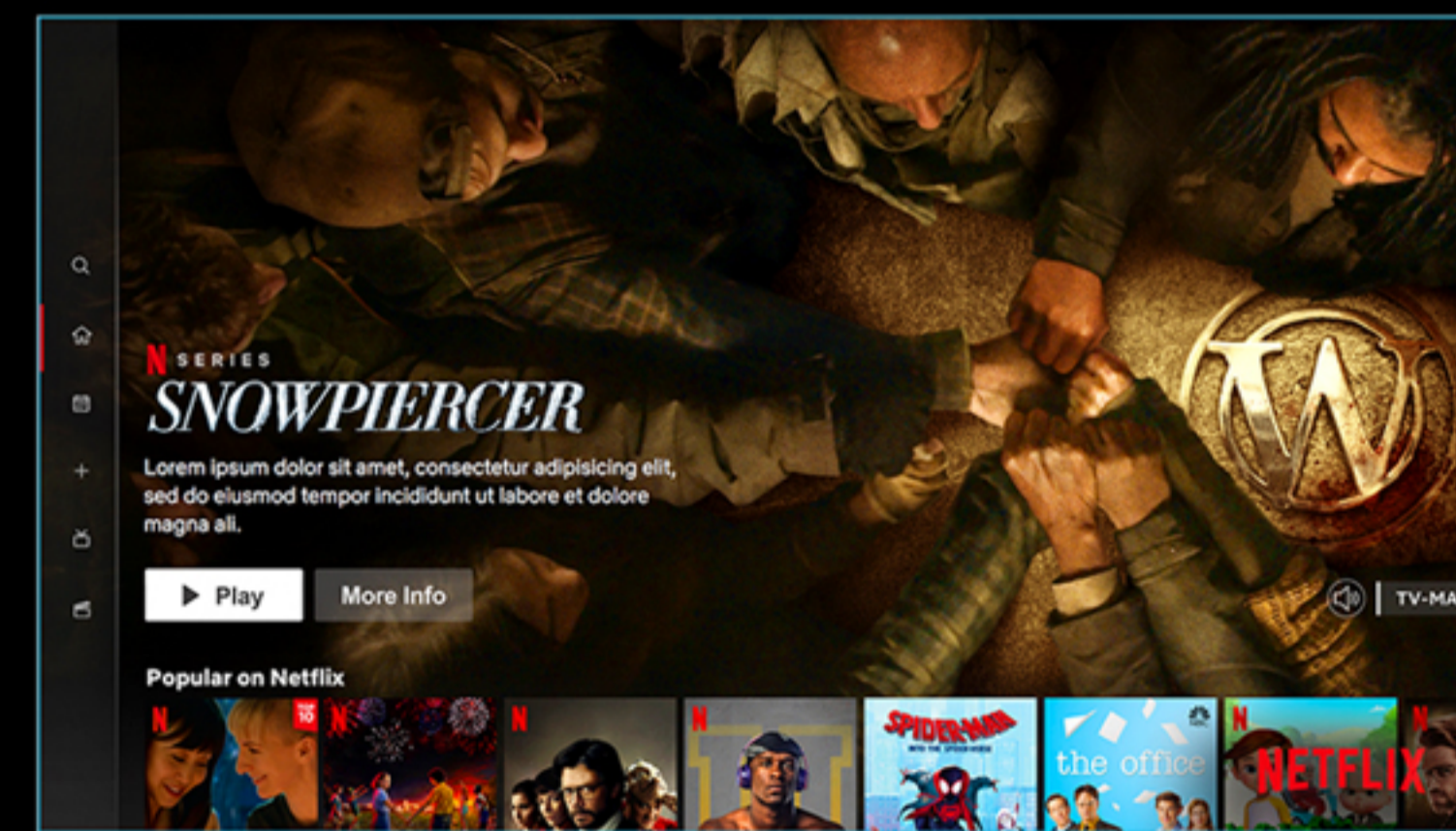
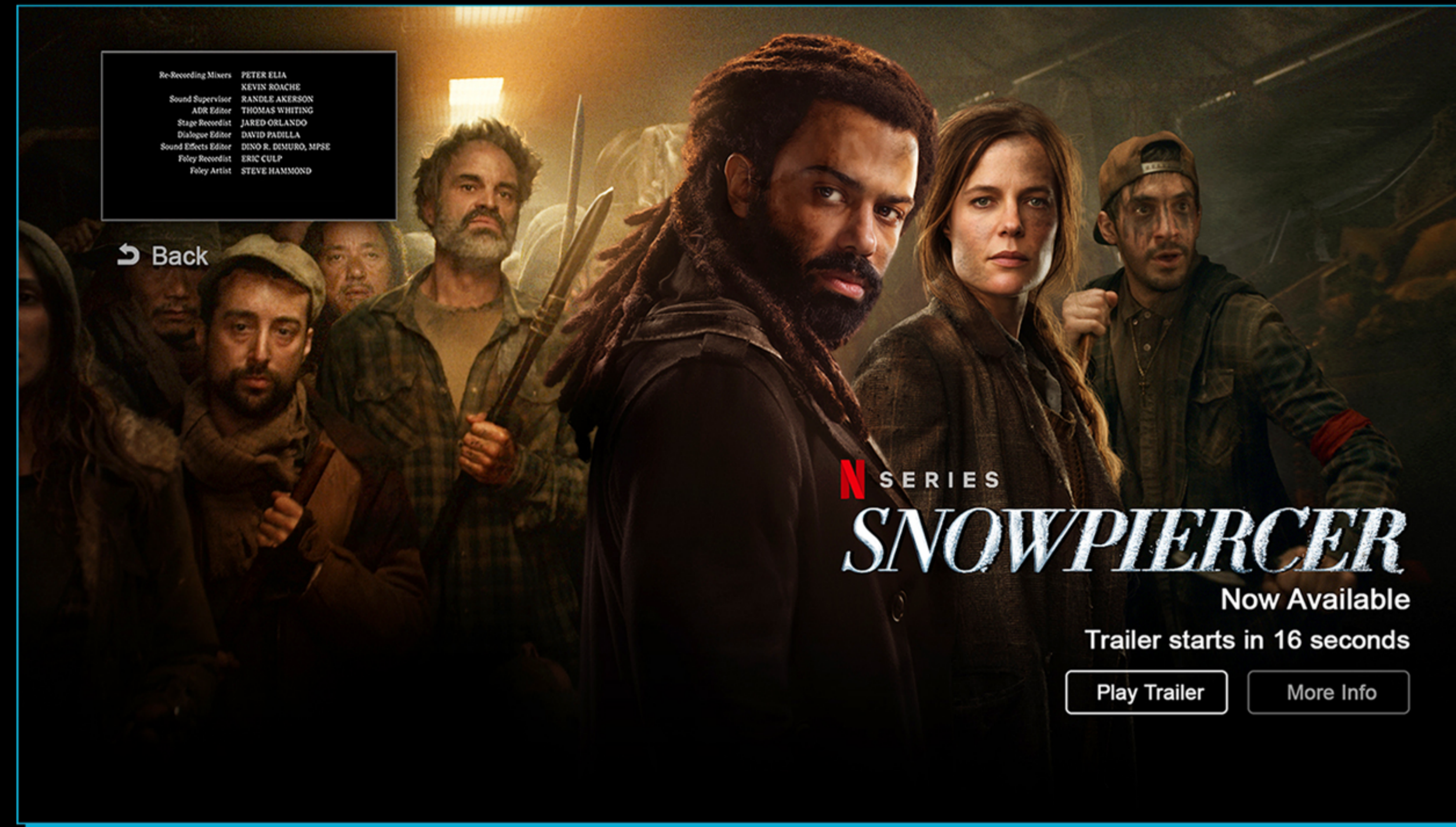
copy writing, sketch concepts, comping, breakouts, retouching,
publicity singles and groups- compositing & retouching. delivery of all final files.



NETFLIX

finals: multiple formats- design & retouching

billboards, h&v box arts, mobile, short panels

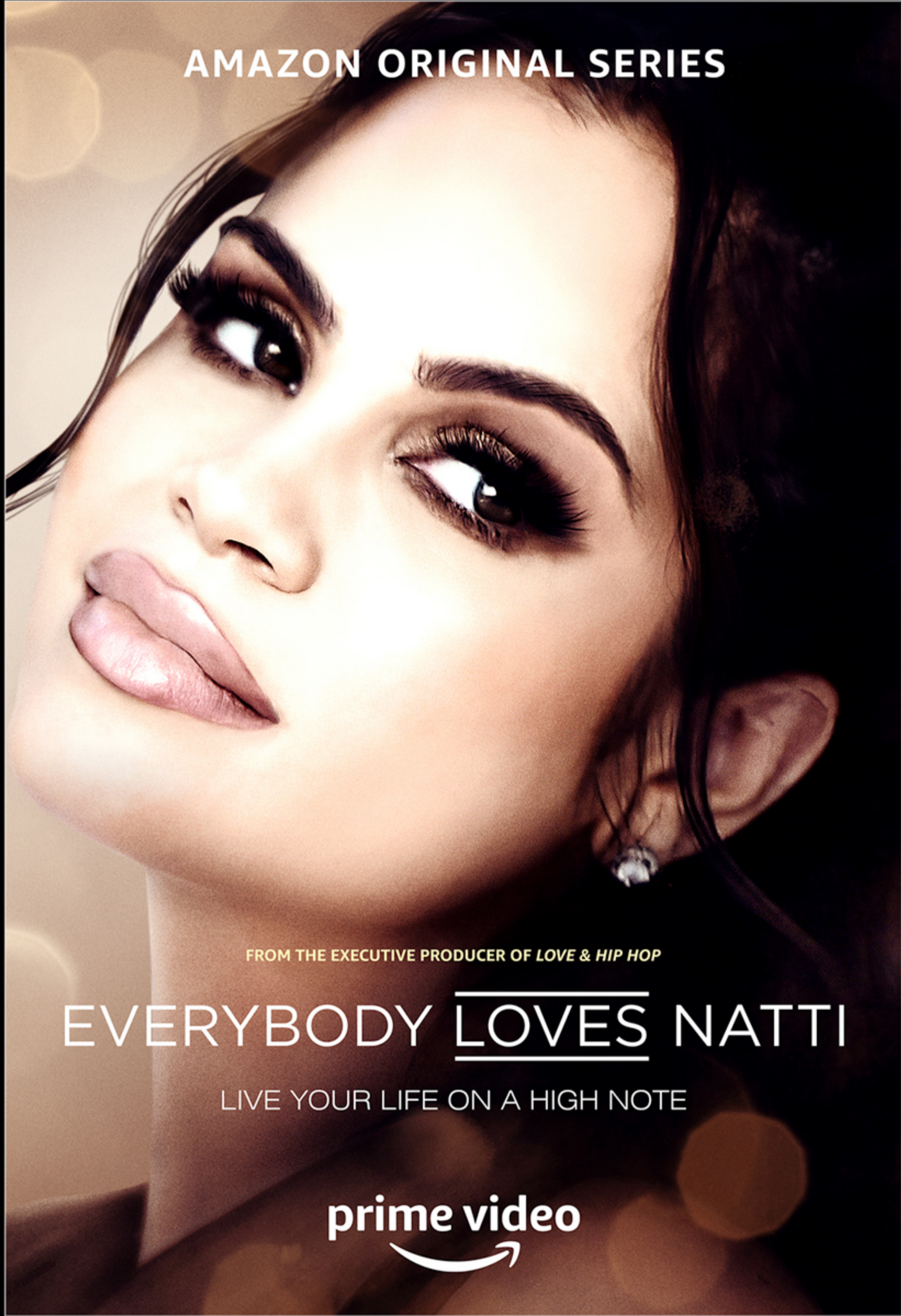


SNOWPIERCER

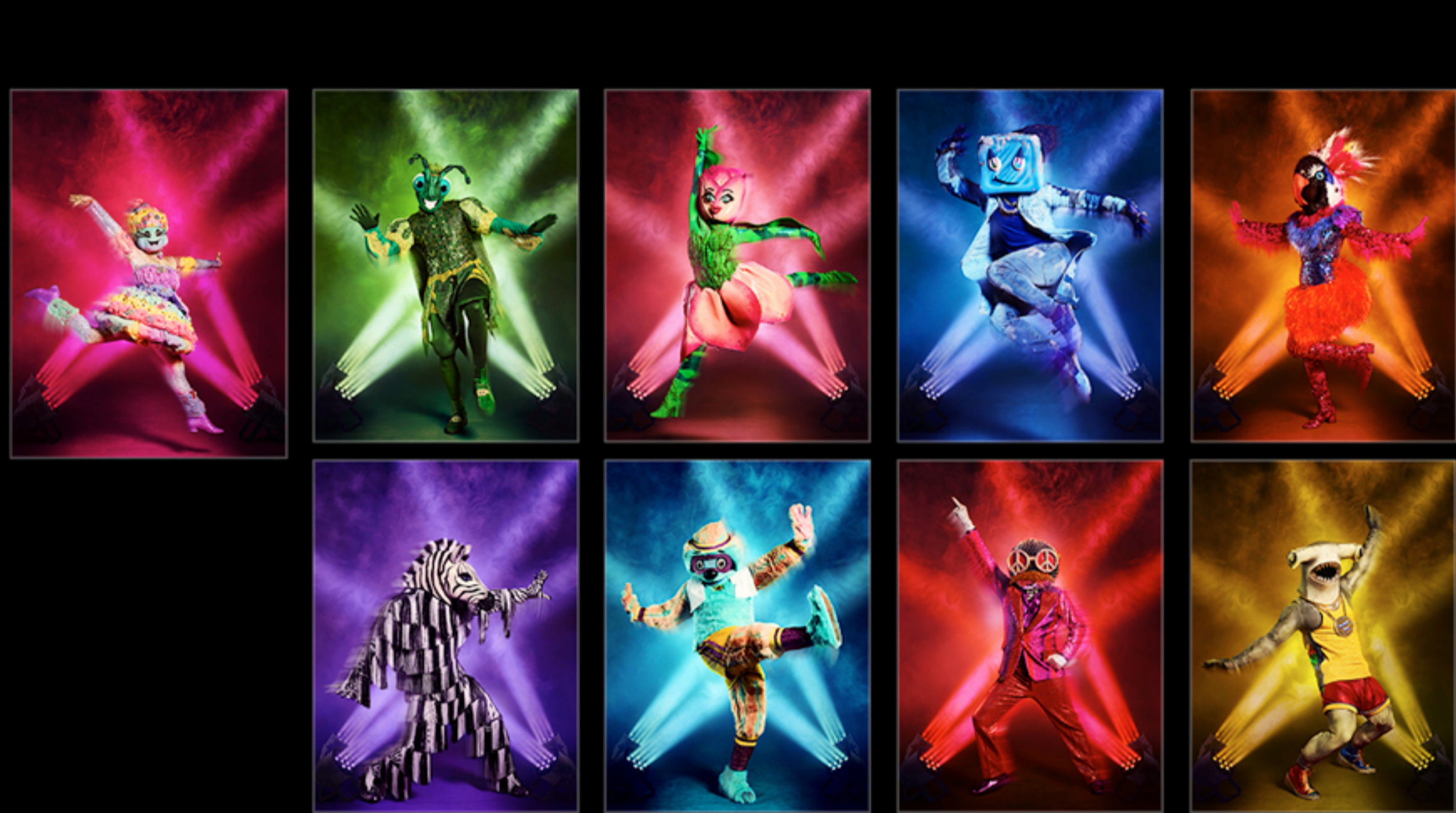
NETFLIX

finals: multiple formats for product suite- design & retouching

billboards, h&v box arts, story art, post play



final: print and digital campaign- design & retouching



final: campaign- poster, outdoor print and all publicity shots

PATRICIA HEATON

carol's SECOND ACT

ORIGINAL COMEDY
THURSDAYS CBS **2**

Rx
Prescription Carol

PATRICIA HEATON

FOLLOWING
YOUR DREAMS
IS THE
BEST MEDICINE

Rx
Prescription Carol
Take one 800mg
dose of comedy
Refill every Thursday
a CBS
prescribed comedy

carol's SECOND ACT

ORIGINAL COMEDY THURSDAYS CBS **2**

PATRICIA HEATON

carol's SECOND ACT

ORIGINAL COMEDY
THURSDAYS CBS **2**

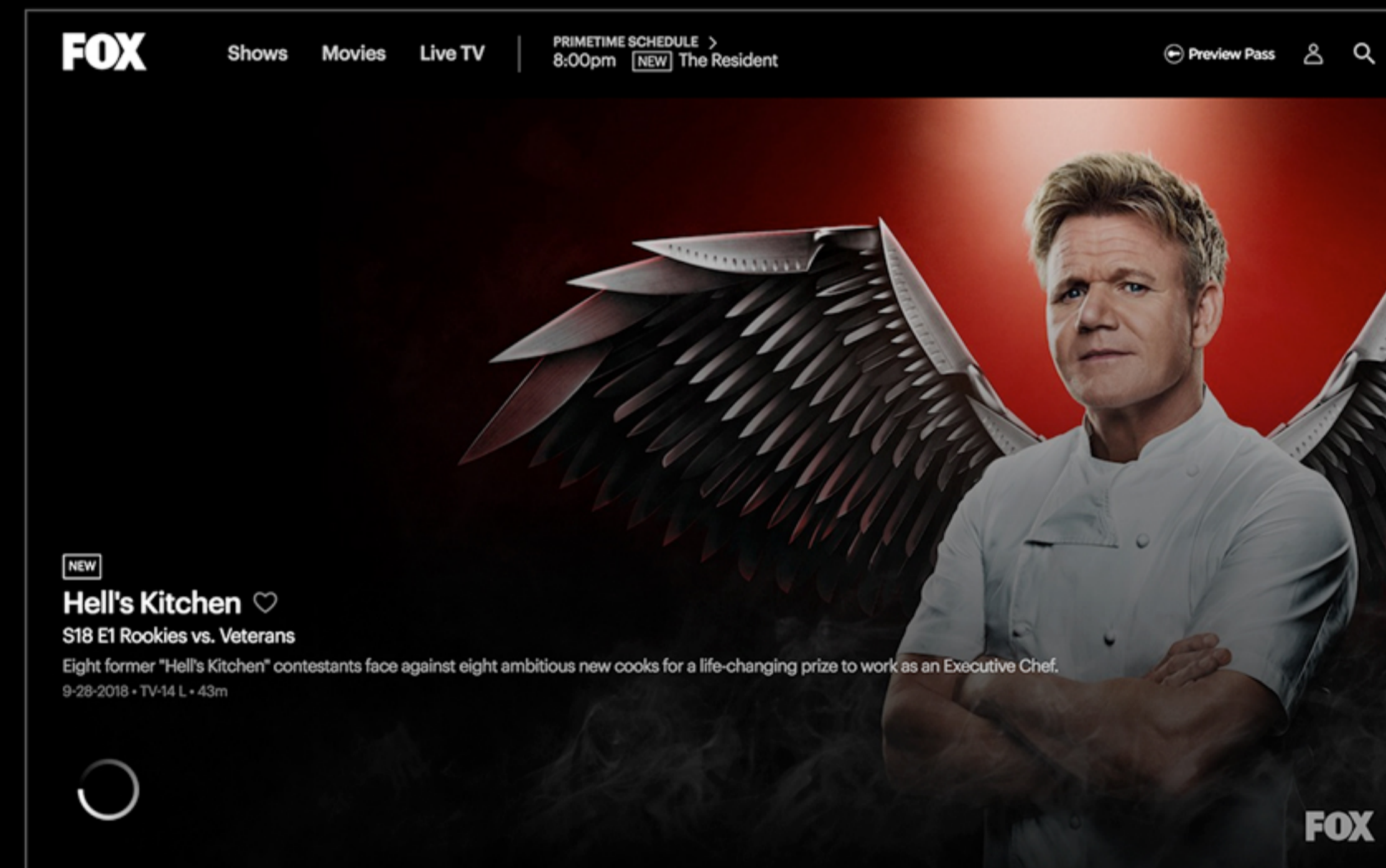
Rx
Prescription Carol

OUTFRONT

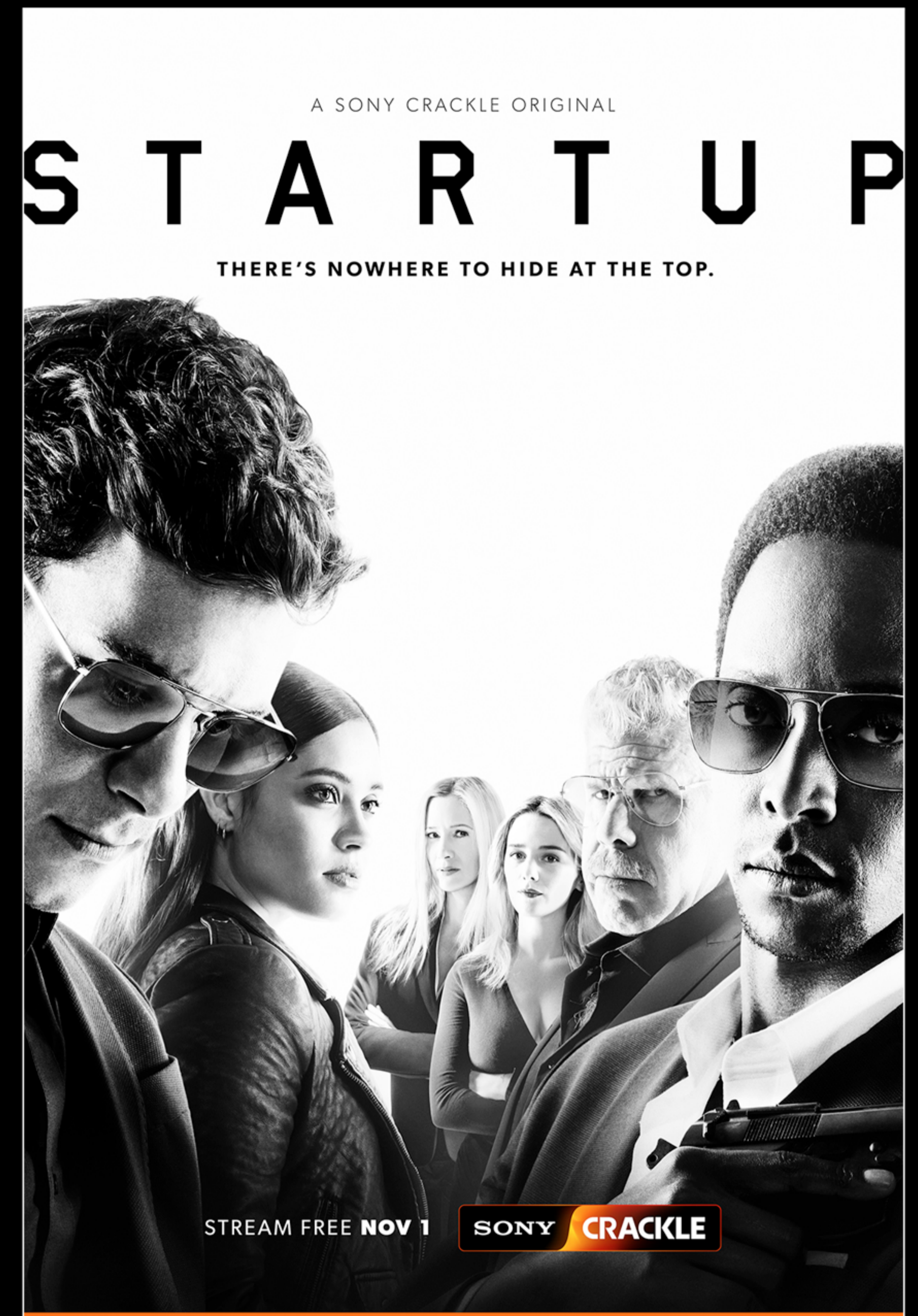
1008

NEW SUN AUTO
323-832-0715

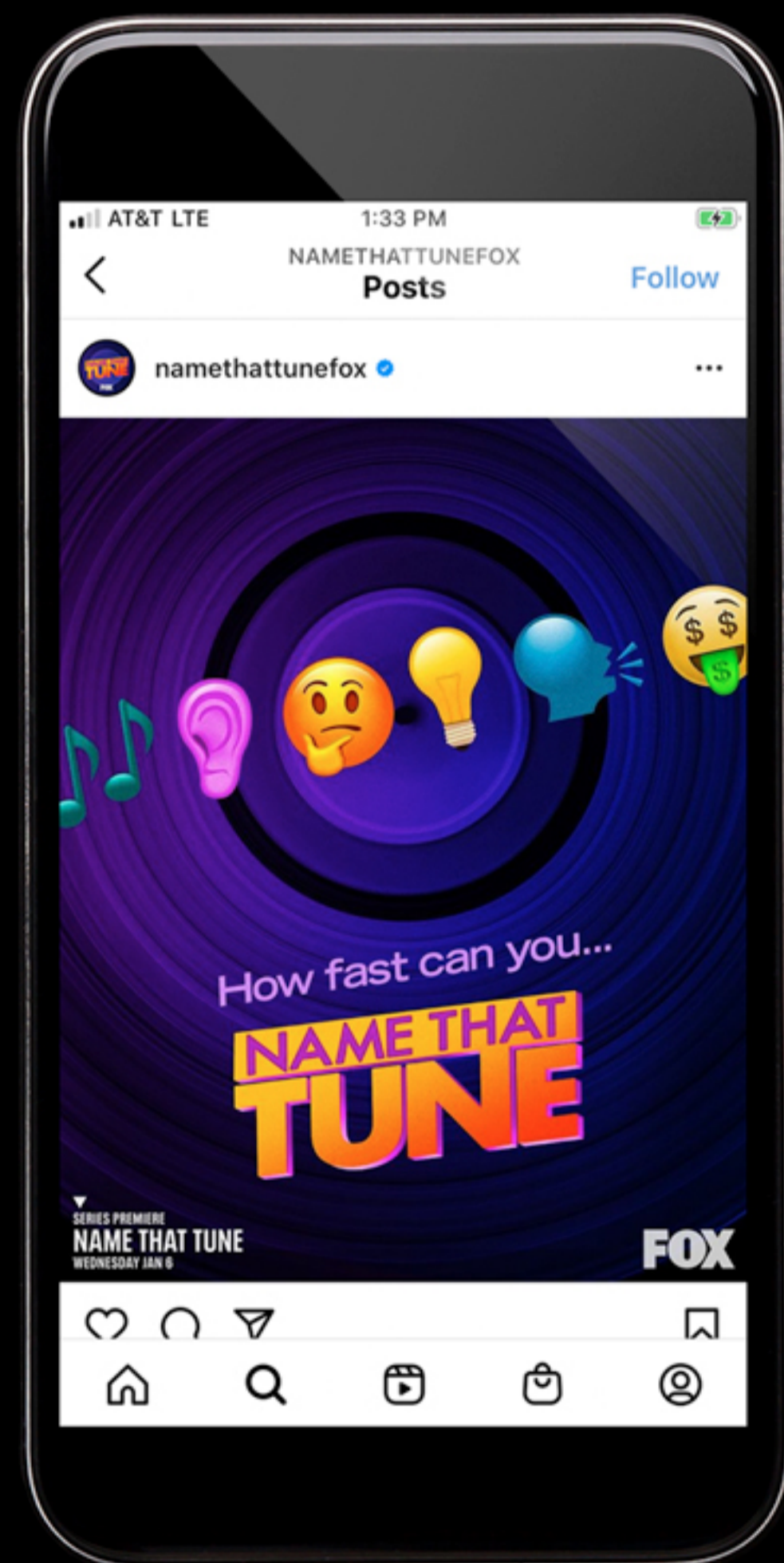
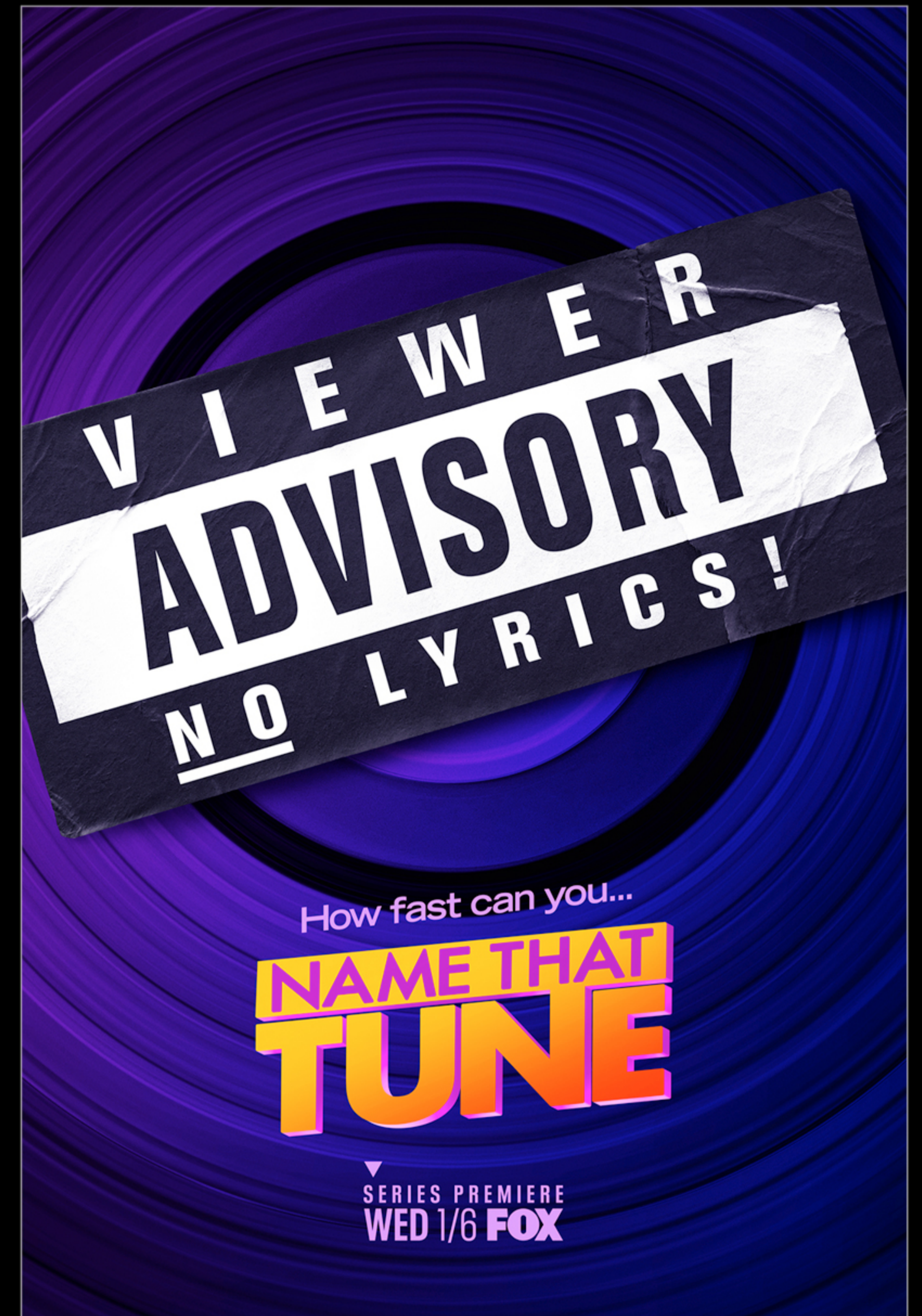
final: outdoor campaign- poster, bus shelter and billboard



final: full campaign- poster, outdoor print, digital, channel art and publicity shots



final: campaign- design, retouching, all breakouts (partial shown)



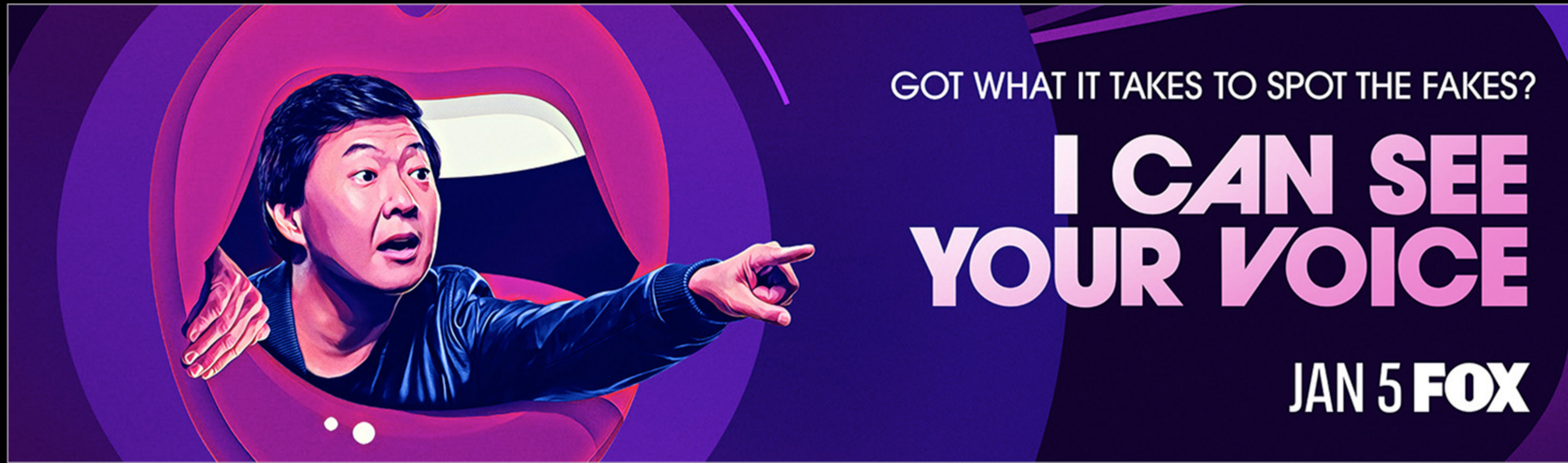
Daytime
AWARDS

GOLD AWARD:
KEY ART & SOCIAL CAMPAIGN

final: poster, outdoor campaign and social media emoji campaign



finals: print and digital campaigns for CW



GOT WHAT IT TAKES TO SPOT THE FAKES?

**I CAN SEE
YOUR VOICE**

JAN 5 **FOX**



GOT WHAT IT TAKES TO SPOT THE FAKES?

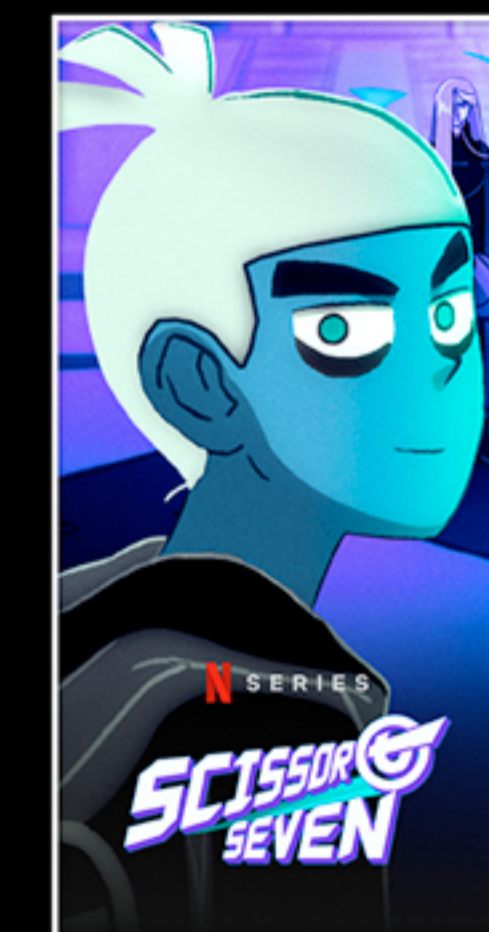
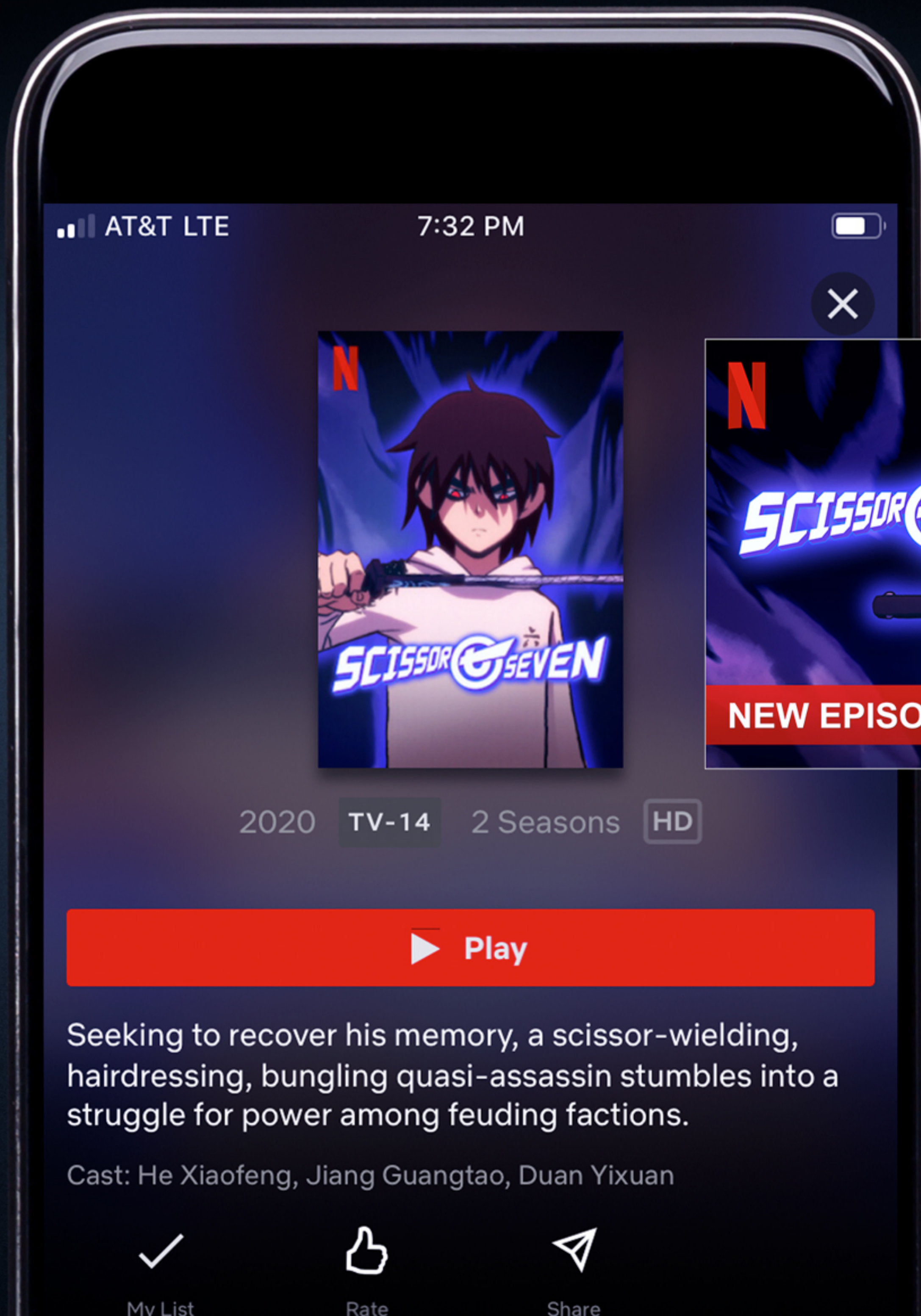
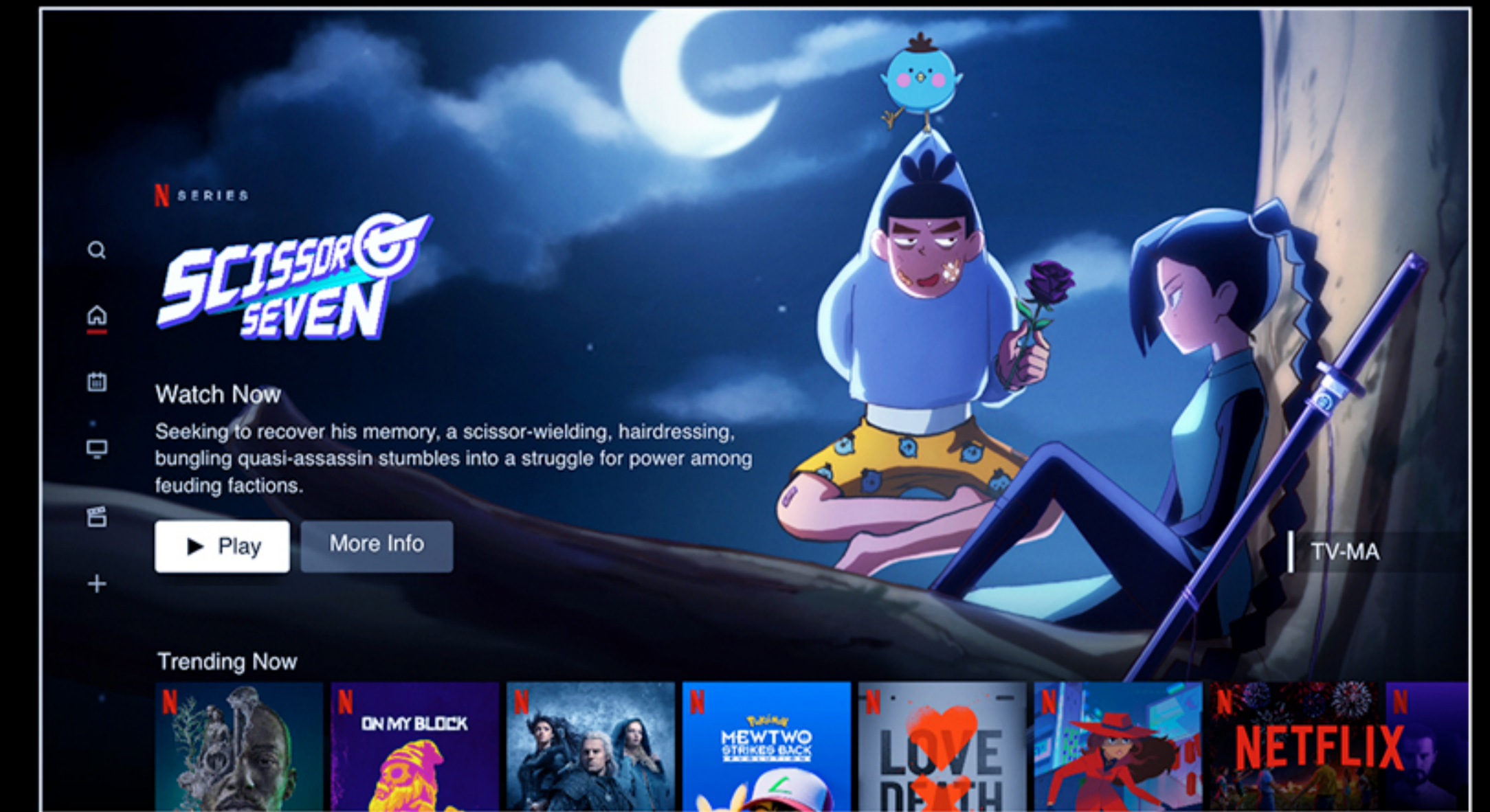
**I CAN SEE
YOUR VOICE**

JAN 5 **FOX**

final: print and digital campaign- design, illustration & retouching

NETFLIX

SCISSOR SEVEN



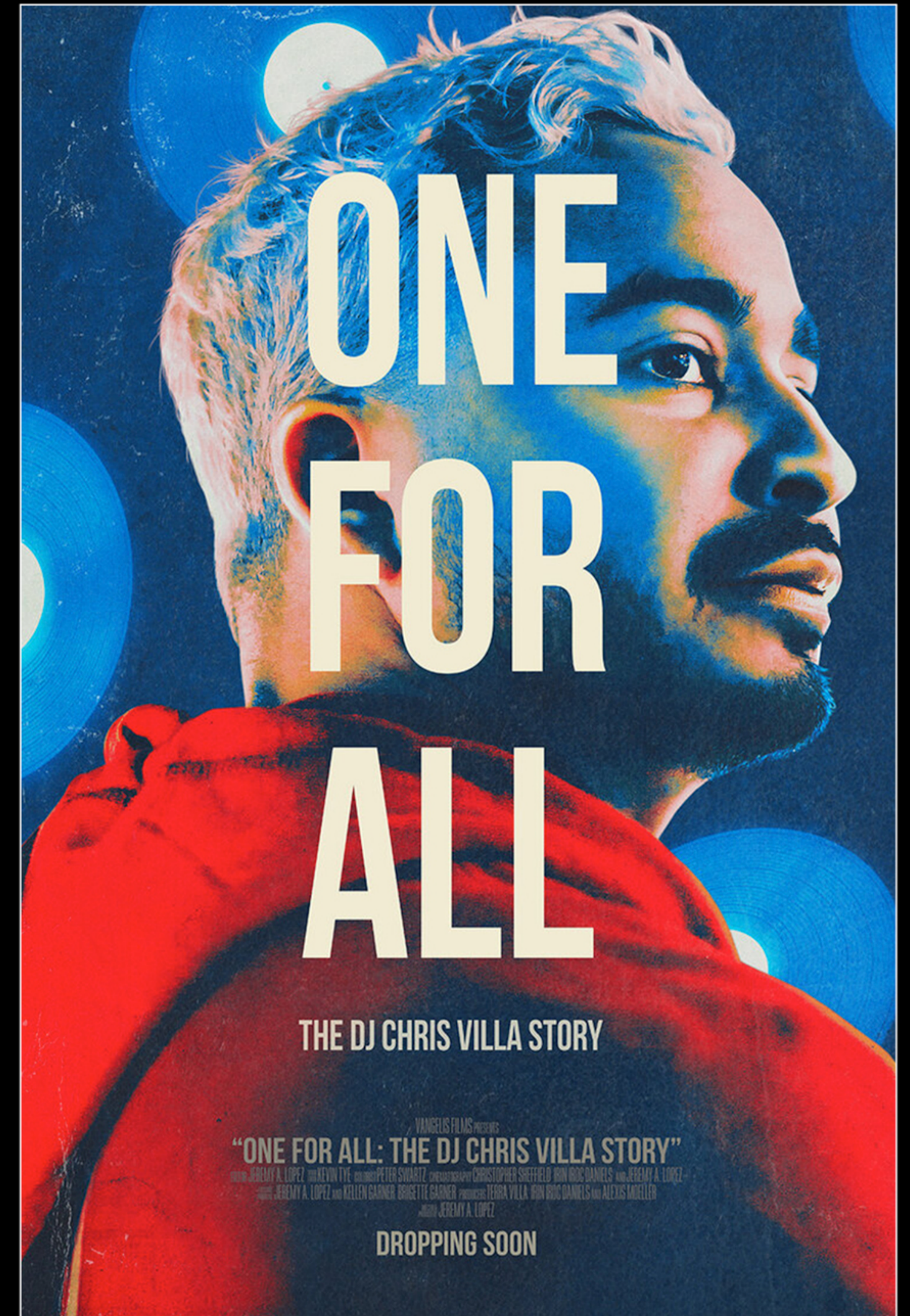
NETFLIX ORIGINALS



finals: multiple formats for product suite

billboards, h&v box arts, mobile, short panel

film



final: print and digital campaign- design & retouching



MUSE
CREATIVE AWARDS
2022 gold winner

final: key art campaign- print, digital and title

WILD BOAR



2021
communicator awards
'award of excellence' wins

final: key art campaign- all design, retouching & breakouts



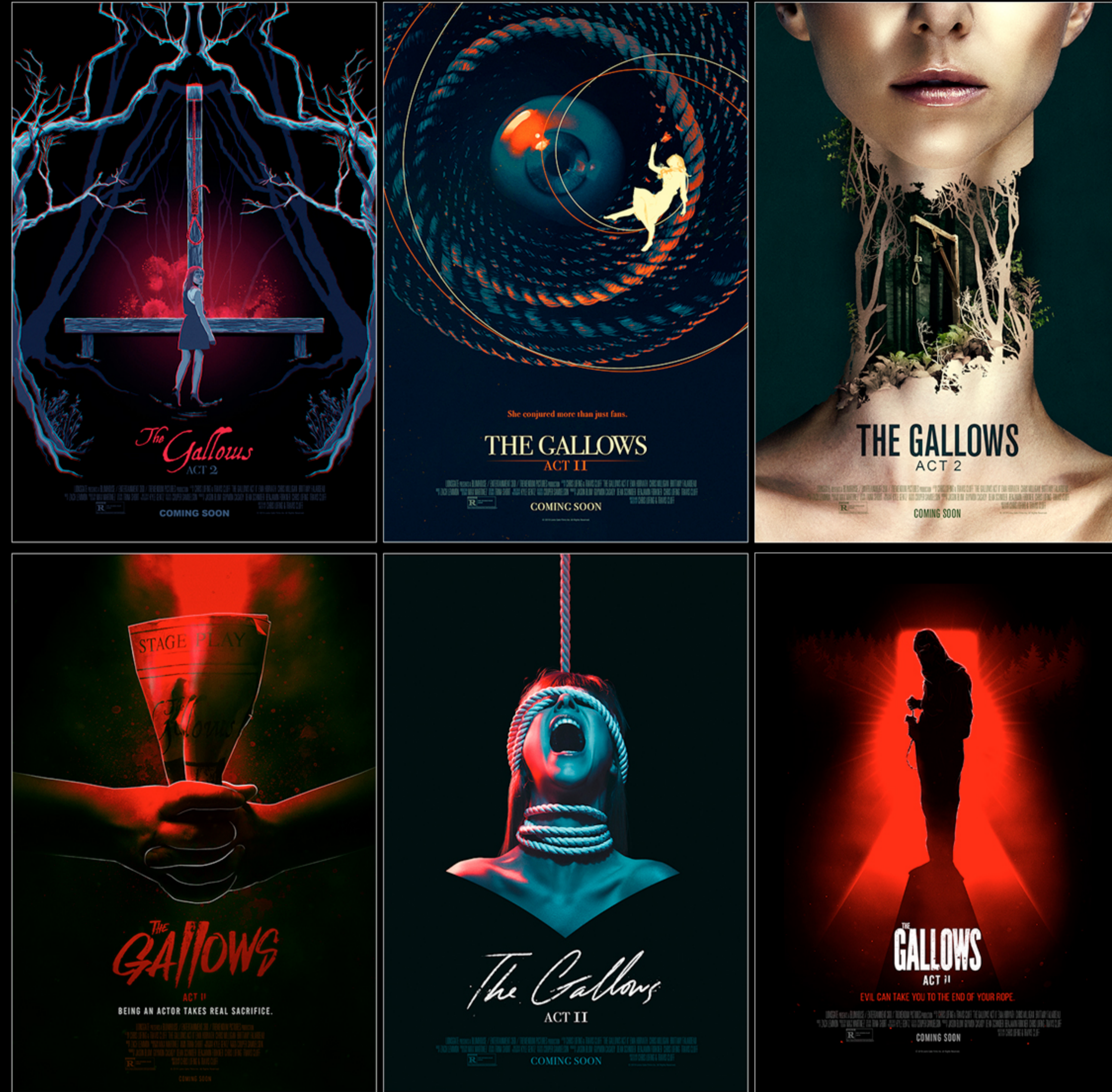
Davey
AWARDS

GOLD & SILVER AWARDS:
PROMOTIONAL / INDIVIDUAL ACHIEVEMENT

* 2020 Davey award winner: gold and silver
pitched / promotional: posters and digital campaign



finals: key art poster and digital campaign



Davey
AWARDS

SILVER AWARD:
KEY ART / POSTER

* 2020 Davey award winner: silver
final: final poster (right) and comps

high-end retouching :: key art and publicity



Empire

final: group shot retouching for Fox Publicity

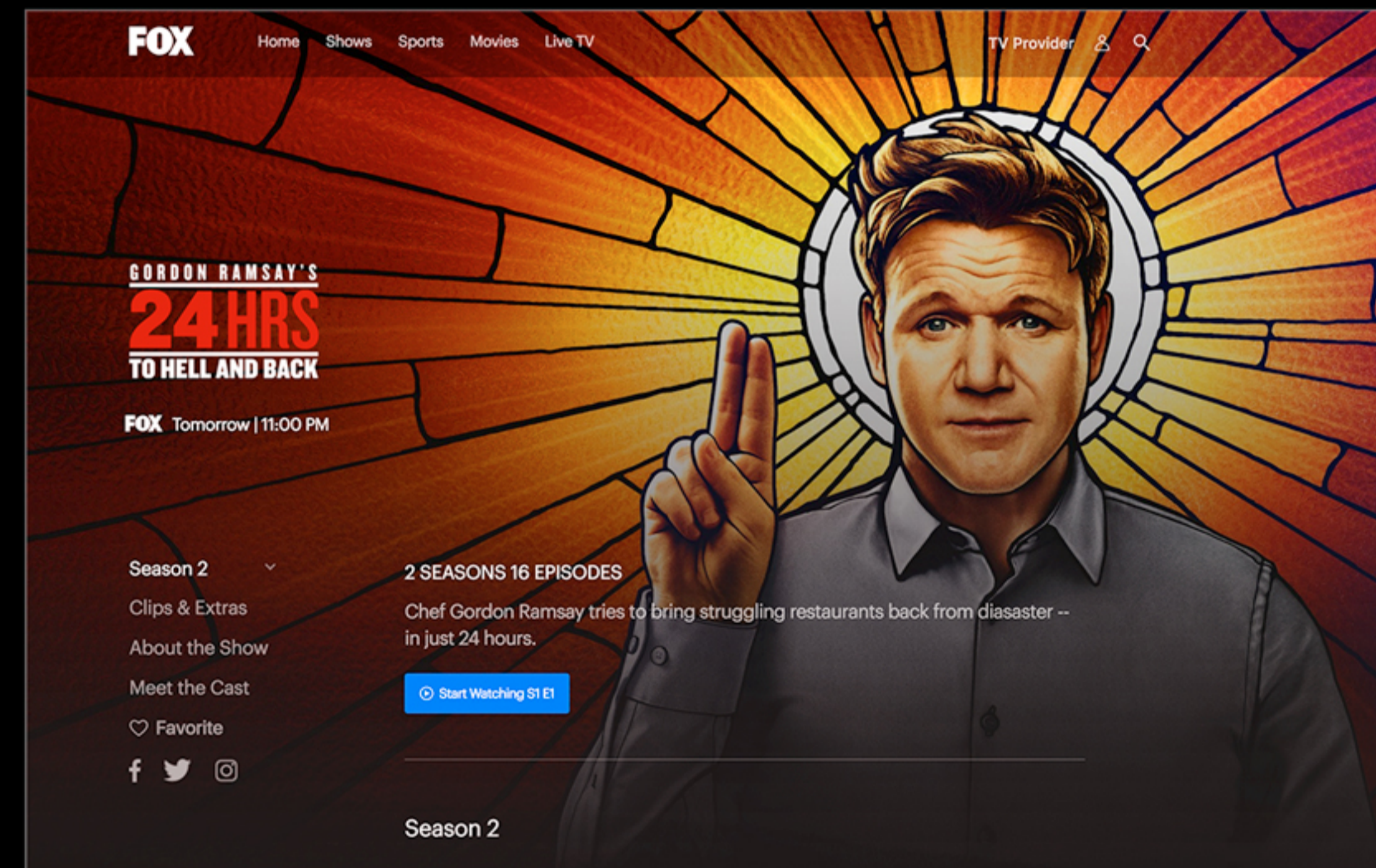


THE GIFTED

final: group publicity shot, compositing, special fx (superpowers) and retouching for Fox/ Disney/ Marvel



final: retouching, bleed building for all final print and digital layouts (design by NBC in-house team)



finals: concept, design, copy, illustration and retouching



The
MOODYYS

finals: final group shot, duo and singles: compositing and retouching for Fox Publicity

Crime Scene KITCHEN



final: group shot & scene: compositing and retouching for Fox Publicity

The
BIG
Leap



final: compositing, scene build, cast retouching for Fox Publicity



9-1-1

LONE STAR



final: publicity shots (partial shown)

specific work done on this job: group cast and singles comping and retouching, lighting changes, background options, retouching of all shots, delivery of files in all formats.



final: publicity shots (partial shown)

thank you :)

we're a call or a zoom away if you need anything. we'd love to collaborate!

At Truest., we are always happy to jump in and be a solid support team at **any phase** of a campaign:
concept sketching, writing, comping, retouching or production.



Truest.

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